

CLAIMS

What is claimed is:

1. A method of optimizing an advertising campaign on a computer network, the method comprising:

5 delivering an advertisement to a client computer over a computer network;

automatically measuring an efficacy of the advertisement to generate a result;

and

automatically changing a characteristic of the advertisement based on the result.

2. The method of claim 1 wherein the computer network includes an Internet.

10 3. The method of claim 1 wherein the result is based at least on a click-through of the advertisement.

4. The method of claim 1 wherein the result is based at least on a conversion of the advertisement.

15 5. The method of claim 1 wherein the characteristic comprises a trigger on when the advertisement is to be displayed.

6. The method of claim 1 wherein the characteristic comprises an aesthetic feature of the advertisement.

7. The method of claim 6 wherein the aesthetic feature includes a presentation vehicle for displaying the advertisement.

8. The method of claim 1 wherein the advertisement is displayed in a pop-up in the client computer.
9. The method of claim 1 wherein the advertisement is displayed in the client computer when a web browser in the client computer is pointed to a particular website.
- 5 10. The method of claim 1 wherein measuring the efficacy of the advertisement includes receiving data from a client program running and stored in the client computer, the data being indicative of an end-user response to the advertisement.
11. A computer program product comprising:
  - computer-readable program code configured to deliver an advertisement to a
  - 10 client computer over a computer network;
  - computer-readable program code configured to automatically measure an efficacy of the advertisement; and
  - computer-readable program code configured to automatically change a
  - characteristic of the advertisement based on a measurement of an efficacy of the
  - 15 advertisement.
12. The computer program product of claim 11 wherein the characteristic comprises a trigger on when to display the advertisement in the client computer.
13. The computer program product of claim 11 wherein the characteristic comprises an aesthetic feature of the advertisement.
- 20 14. The computer program product of claim 11 wherein the efficacy is based on a click-through of the advertisement.

15. The computer program product of claim 11 wherein the efficacy is based on a conversion of the advertisement.

16. A method of delivering advertisements over a computer network, the method comprising:

5 delivering a first advertisement of an advertising campaign to a client computer;

receiving data from a client program running and stored in the client computer, the data being indicative of a user response to the first advertisement;

determining an efficacy of the first advertisement based at least on information including the user response to the first advertisement; and

10 delivering a second advertisement of the advertising campaign to another client computer, the second advertisement being automatically selected based on the efficacy of the first advertisement.

17. The method of claim 16 wherein the efficacy relates to a click-through of the first advertisement.

15 18. The method of claim 16 wherein the efficacy relates to a conversion of the first advertisement.

19. The method of claim 16 wherein the first advertisement is delivered over an Internet.

20. The method of claim 16 wherein the first advertisement and the second  
20 advertisement are for a same product and have different presentation vehicles.

21. The method of claim 15 wherein the first advertisement and the second advertisement are for a same product and have different processing triggers.

22. A method of optimizing an advertising campaign, the method comprising:

delivering a plurality of advertisements for a same product to a plurality of client

5 computers;

receiving data from client programs running and stored in the client computers;

determining an efficacy of each of the advertisements based on the received data; and

automatically selecting an advertisement for the product based on the efficacy of

10 the advertisements.